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INTERNATIONAL SCIENTIFIC CONFERENCE
MANAGEMENT 2016

Belgrade, Serbia
May 5-6, 2016

ABSTRACT PROCEEDINGS

ICIM+

Izdavački centar za INDUSTRIJSKI MENADŽMENT plus
Beograd-Mladenovac, 2016

Univerzitet transporta „Todor Kableškov", Sofija, Bugarska
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Filijala FGBOU VPO RGGU u Domodedovu, Domodedovo, Rusija
MESTE, Beograd

MEĐUNARODNA NAUČNA KONFERENCIJA
MENADŽMENT 2016

Beograd, Srbija
5-6. maj 2016

ZBORNIK REZIMEA

ICIM+

Izdavački centar za INDUSTRIJSKI MENADŽMENT plus
Beograd-Mladenovac, 2016

Urednik: dr Zoran Čekerevac	*Editor:* Dr Zoran Čekerevac
Izdavač: Fakultet za poslovno industrijski menadžment ICIM plus Beograd-Mladenovac, Ive Andrića 2 tel/fax + 381 11 823-24-27	*Publisher:* Faculty of Business and Industrial Management, ICIM plus, Beograd-Mladenovac, Ive Andrića 2 tel/fax + 381 11 823-24-27
Za izdavača: Prof. dr Milija Bogavac	*For publisher:* Prof. Dr. Milija Bogavac
Dizajn korica: Mladen Stojanović	*Cover design:* Mladen Stojanovic
Kompjuterska priprema: Zoran Čekerevac	*Technical editing:* Zoran Cekerevac
Štampa: Presskosmaj, Mladenovac	*Printeb by:* Presskosmaj, Mladenovac
Tiraž: 250	*Circulation:* 250

ISBN 978-86-6375-053-1

Izdavanje Zbornika rezimea, organizaciju i održavanje Međunarodne naučne konferencije MENADŽMENT 2016 pomoglo je
Ministarstvo prosvete, nauke i tehnološkog razvoja Republike Srbije

Financing of the Abstract Proceedings, organization and realization of the International Scientific Conference MANAGEMENT 2016 was sponsored by
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RESUME

For developing countries, the problems are relevant of marketing approach to the formation of the image, to the creation and promotion of the brand as a national idea, as a collective, complex brand of the territories and a country as a whole. We can see much less publications on such brands than on the brands of goods, services and businesses, although the relationship between the first ones and the second ones exists and it is quite difficult.

A holistic brand of the country is made of many components: bright political or public figures of the state in the present or in the past, individual spheres of the state's life – the authorities, economy, military forces, foreign and domestic policy, culture, and so on. This is what determines the reputation that the country acquires or will acquire in the minds of the world's community as a result of interaction of its certain subjects (territories) with the rest of the world. A country's brand is a cumulative indicator of the weight and success of the actions of its leadership in the international arena, an evaluation of the opinion of foreign public about the country. It is recognized that the programs of creation and promotion of the brand, the formation of the country's image in the contemporary world can and should be implemented with the use of marketing tools.

Acknowledging the importance and the need for creation of a single national brand of the country, we have to note that its embodiment and promotion must be

is a kind of a world crossroad combining the cultural values of these parts of the world. In Kazakhstan, the two world religions have been closely intertwined – Islam and Christianity, and it is a safe home for more than 100 nationalities. The strategic transport routes connecting Asia and Europe, Russia and Central Asian countries run through the territory of the country. A "trail" of migration flows has been paved through Kazakhstan, carrying the pieces of culture of different peoples and settled in this country in one way or another ("The Silk Road" continuing). As a result, Kazakh people with its rich ancient history, culture, traditions and customs, in the context of globalization, absorbs the best values of the Western culture.

A positive authority of Kazakhstan and its leader – the President of Kazakhstan, N. A. Nazarbayev, on the one hand, deserves to design and create the brand, which should be an appropriate to the worthy authority of the country in the world. This is – creating an image of an attractiveness of the country and its people for the guests, tourists and the entire world community.

The example of Germany in the period of preparation and hosting the Football World Cup in 2006 is a fact deserving attention in the formation of the image, strengthening and promotion of the country's brand. It is possible, according to the authors, to apply this approach during the preparation for EXPO-2017 and the Universiade-2017 to be held in Astana.

Every city in Kazakhstan can contribute to the formation of the image and to the promotion of the national brand: Baikonur – a Space Harbor, Karaganda – the center of the industry and the city of scientific intellectuals, Aktau – an oil workers town and the center of an ancient Mangyshlak; Shymkent, Taraz – the cities on the ancient Silk Road, Kurchatov – the scientific center for nuclear research in the land of the Kazakhs, the channel "Irtysh-Karaganda" in Sary-Arka steppes, etc.). Astana already has implemented a project like "The Alley of Ideas in Germany" in the form of the ethno-memorial complex "The Map of Kazakhstan – Atameken", or "Kazakhstan in miniature". Beside it, sculptural compositions and acting copies of the objects devoted to the innovative ideas that emerged in the Kazakh land at the dawn of human civilization can find their places (domesticated horses, an arba, a yurt, pants, a saddle, stirrups, etc.). Ethno-auls and farm-touristic complexes can and should also be created around the cities of Kokshetau, Karaganda and Pavlodar. Such work is already underway. For example, 5 km from Karaganda, a farm "Camila" began the works to establish an agro-tourist complex, in which the teachers and students of the Karaganda Economic University of Kazpotrebsoyuz took an active part. The complex includes a horse arena and horse stables; falcons, quail and pheasant farms, a stocking pond and a pond for beach holidays, a cafe building, a complex of guest houses with all amenities, a race track, demonstration farms for keeping cows, sheep,

championships of the country and abroad for the sports games "Kokpar", "Alaman Bayga", "Kyz Kuu", as well as individual "Jamba Atu (Sadak Tartu)", "Oramal Ilu" dzhigitting, "Tal Shabu", "Falconry" and others. The project of the agro-tourist complex "Camila" provides the possibility of hosting national weddings and celebrations beside the "Ethno-Aul" on population's request.

The adoption and implementation of the long-term national program "The Brand of Kazakhstan" will help not only to generate a positive image of the country, recognizable in the world, but will also contribute to the emergence of the Kazakh national identity.

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REZIME

Zabava kao globalni fenomen dobija sve više na važnosti i ostvaruje ogromne prihode. Rad se bavi događajima koji mogu biti planirani ili neplanirani i ograničenog trajanja. Menadžment događaja je postao posebno polje izučavanja u velikom broju institucija. Događaji imaju poseban značaj u turizmu, u smislu poboljšanja imidža ili publiciteta određenog grada, zajednice ili regije. Svaka zajednica shvata potrebu organizovanja određenih događaja radi pozicioniranja u svesti publike i razlikovanja od konkurenata i pridobijanja medijske pažnje koja bi joj pomogla da privuče određenu ciljnu grupu. Profesionalci koji se bave organizovanjem događaja moraju posedovati određene menadžerske veštine i znanje koje će im pomoći da upravljaju događajima. Dobra komunikacija, planiranje, vođenje, kontrola su samo neke od potrebnih osobina da bi se uspešno organizovao događaj, kao što je sajam, konferencija, festival ili sportski događaj. Marketing je veoma važan segment, jer on omogućava da se različitim komunikacijama privuče publika i zadovolje njihove potrebe. Organizovanje događaja je usluga, koja nije opipljiva, samim tim zahteva dodatno angažovanje menadžera i celog tima da se stvori dobar imidž kao garancija kvaliteta. Menadžment događaja zajedno sa turizmom i kulturom predstavlja partnersku saradnju koja bi trebalo da doprinese stvaranju zajedničke usluge. Na taj način kulturna industrija zauzima značajno mesto u globalnoj ekonomiji. Kulturni turizam je izuzetno značajan jer omogućava mestima koja nisu isključivo turistička i nemaju turističke posete tokom cele godine da kreiraju svoju kulturno – turističku ponudu zahvaljujući svojim potencijalima. Njegov cilj je da motiviše ljude da putuju i posećuju znamenita mesta kako bi se bolje upoznali sa određenom kulturom i njenom istorijom. U vreme ubrzanog načina života i sve češćeg pominjanja interkulturalnosti i multikulturalnosti, kulturni turizam omogućava da se lakše upoznamo sa različitim gradovima, regionima i njihovom kulturom i načinom života. Kulturno – turistička ponuda zajedno sa organizovanjem određenih događaja pravi je način motivisanja ljudi da poseti određeno mesto ili grad i njegove znamenosti kao što su: dvorci, salaši, gradske i seoske zgrade, spomenici kulture. Ali, pod kulturno – turističkom ponudom se podrazumevaju i tradicionalne i savremene kulturne vrednosti, kao što su lokalni folklor, običaji i verovanja, jezik i sve ono što je tradicionalno i specifično lokalno. Organizovanje događaja kao što su izložbe, muzički spektakli, pozorišne predstave, festivali, jubileji mogu dodatno pospešiti kulturno – turističku ponudu i obogatiti sadržaj određenog mesta ili grada. Turistička ponuda nije namenjena samo turistima, već i domaćem stanovništvu koje treba da upozna svoje kulturne potencijale da bi ih više poštovala. Kultura, umetnost i turizam znatno utiču na ugled i reputaciju određene sredine, i zbog toga se gradovi i regioni brendiraju. Postizanje dobrog i

kulture i arhitekture koja ga krasi. Zato sve više gradova pokreće kampanje u nastojanju da proda svoje specifične lokalne vrednosti i zadovolji potrebe za zabavom i kulturne potrebe. Sve veći broj regiona nastoji da razvije svoj identitet tako da postane prepoznatljiv i atraktivan ne samo za svoje stanovnike, već i da privuče posetioce. U suštini svaki grad ili regija izlazi na globalno tržište i takmiči se stvarajući svoj brend koji da bi bio originalan, mora se razlikovati od drugih. Ponuda mora biti originalna interesantna, da bi privukla turiste koji pored posete kulturnih znamenitosti žele da se dobro provedu. Zabava kao kulturna ponuda može pomoći u boljem pozicioniranju na globanom tržištu. Određene koncerte pop i rok muzike poseti više desetina hiljada ljudi ljubitelja te vrste muzike, kako u svojoj zemlji tako i u drugim zemljama, takođe i određene sportske događaje, koji postaju sve više kulturni događaji. Ako uzmemo za primer otvaranje Olimpijade u SAD i Grčkoj ili fudbalskog prvenstava u Francuskoj, kada je pod vedrim nebom organizovan koncert tri operske zvezde – Pavarotija, Dominga i Karerasa, videćemo da je u ovim slučajevima kulturni turizam, zajedno sa organizovanjem događaja doneo veliki profit i promovisao kulturu i gradove gde su se ovi događaji održavali. Ono što je bitno da su ove spektakle prenosile najveće svetske medijske kuće, koje su omogućile da ove događaje vide milioni gledaoca i na taj način utiču na promovisanje i stvaranje dobrog imidža ovih gradova. Bitno je doći do ciljne grupe i predstaviti im se u najboljem svetlu. Menadžment događaja zajedno sa kulturnim turizmom predstavlja budućnost i siguran način za borbu na globalnom tržištu koje je sve surovije i sa sve većom konkurencijom. Prilikom prenosa određenih događaja kao što je Tour the France, određeni delovi gradova budu u krupnom planu i tu se vidi promišljenost i rediteljskog i scenografskog projekta. Veliki međunarodni događaji imaju za cilj da privuku veliku masu ljudi. Učesnika ima mnogo, organizatori imaju pune ruke posla ali tu su i sponzori i finansijeri koji ostvaruju svoj cilj putem prenosa događaja. Za organizovanje velikih događaja potreban je veliki rad, zalaganje i trud ali zato ako sve bude kako treba, poseta bude velika, provod dobar, a sve to prenesu i mediji, nema većeg uspeha. Ono po čemu se razlikuje jedna zemlja od druge ili po čemu se jedan grad razlikuje od drugog jeste kultura naroda i etničkih grupa, jezici, istorija, nacionalni spomenici i sve one specifične lokalne vrednosti koje ne postoje na drugom mestu. To je ono što se mora iskoristiti u kulturno – turističkoj ponudi, i predstaviti kao jedinstveno. Dakle dolazimo do one tačke kada se shvata da turizam bez kulture ne može i da je njena uloga velika i prilikom organizovanja događaja i njihovog promovisanja. Dobro iskorišćeni kulturni potencijali jedne zajednice, mogu joj omogućiti veliki profit i pomoći razvoju zajednice. Potrebno je da se formira strategija kulturnog razvoja i da dođe do međusektorske saradnje. Da zajednica shvati značaj koji ima od kulture i turizma i organizovanja događaja koji bi kod turista i publike postigli satisfakciju.

Ključne reči: menadžment događaja, turizam, promocija, marketing

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SUMMERY:

Fun as a global phenomenon is getting more on importance and making huge profits. The work deals with events that can be planned or unplanned and of limited duration. Event management has become a separate field of study in a number of institutions. Events have special significance in tourism, in terms of improving the image of the publicity or certain city, community or region. Each community has realized the need to organize certain events for positioning in the minds of the audience and differentiation from competitors and winning media attention that will helpe it to attract a specific target group. Professionals who deal with organizing the event must possess a certain management skills and knowledge that will help them to run the events. Good communication, planning, management, control are just some of the qualities needed to successfully organize an event such as: a trade show, conference, festival or sport event. Marketing is a very important part, because it allows the various communications to attract audiences and satisfy their needs. Organizing the event is a service that is not tangible, and therefore requires additional engagement of managers and the whole team to create a good image as a guarantee of quality. Event management, together with tourism and culture represents a partnership that should contribute to the creation of common services. In this way, the cultural industry occupies an important place in the global economy. Cultural tourism is very important because it allows to places that are not exclusively a tourist place and have no tourist visits throughout the year to create their own cultural - tourist offer thanks to its potential. Its aim is to motivate people to travel and visit places of interest in order to meet the particular culture and its history better. At the time of the accelerated lifestyle and a more frequent mentioning the interculturalism and multiculturalism, cultural tourism makes us easier to introduce to different cities, regions and their culture and way of life. Cultural - tourist offer and together with the organization of certain events is the right way to motivate people to visit the place or city and its places of interest such as: castles, farms, urban and rural buildings, monuments of culture. But, under the cultural - tourist offer are included both traditional and contemporary cultural values, such as local folklore, customs and beliefs, language and everything that is traditional and specifically local. Organizing events such as exhibitions, musical shows, theatrical performances, festivals, jubilees can further promote cultural - tourist offer and enrich the content of a particular city or town. Tourist offer is not intended only for tourists but also local residents who need to know their cultural resources to respect them more. Culture, Arts and Tourism significantly affect to the reputation and the reputation of the other

quality that the city offers in terms of entertainment and events, culture and architecture that adorns it. Therefore, more and more cities are starting campaign in an effort to sell their specific local values and meet the needs of the entertainment and cultural needs. A growing number of the region is trying to develop their identity so that it becomes a recognizable and attractive not only for its residents, but also to attract visitors. In essence, each city or region is on a global market and compete by creating their brand that would be original, must be distinguished from the others. The offer must be original interesting in order to attract tourists who visit cultural attractions in addition to want to have a good time. Entertainment as well as cultural offer can help in better positioning on the global market. Certain concerts of pop and rock music visit more than thousands of people who are fans of this kind of music, both in their country and in other countries, too, and some sport events, which are becoming more and more cultural events. If we take for example the opening of the Olympics in the United States and Greece, or football championships in France, where the open air concert was organized with three opera stars - Pavarotti, Domingo and Carreras, we will see that in these cases, cultural tourism, together with the organization of events brought huge profits and promote culture and cities where these events took place.

What is important that these spectacles were presented by the world's largest media companies, which have enabled these events to be seen by millions of spectators and on that way affected the promotion and created a good image of these cities. It is important to reach the target groups and present them in the best light. Event management together with cultural tourism is the future and certain way to fight the global market that is increasingly drastic and with increasing competition. When the transfer of certain events such as the Tour the France, certain areas of cities are in a large plan, and it shows thoughtfulness and directing and scene project. A large international events aimed to attract a large crowd of people. There are many participants, the organizers have their hands full, but there are sponsors and financiers who realized their goal via the transmission event. For the organization of major events requires a lot of work, eagerness and effort, but if all goes well, the visit is great, a good time to transfer all the media the success is great. What makes one country different from another, or makes one city different from another, is the culture of nations and ethnic groups, languages, history, national monuments and those specific local values that do not exist elsewhere. This is what must be used in a cultural - tourist offer, and present as a unique. So we come to the point when you realize that tourism without culture can not exist and its role is great in organizing the event and to promote them. Good used cultural resources of a community can allow big profits and help community development. It is necessary to form a strategy for cultural development, and that there is a cross-sectoral cooperation. The community needs to understand the importance of having a culture and tourism and organizing events which will achieve satisfaction to audiences and tourists.

finansija uvećava rascijep između države kao „ekonomske jedinice" i države kao „teritorijalne i administrativne jedinice". Globalizacija podriva istorijsku konstelaciju, koju karakteriše koekstenzivno istezanje države i ekonomije u okviru istih nacionalnih granica, pri čemu se stvaraju transnacionalne ekonomije, u kojima su države primarno locirane unutar tržišta, što je suprotno od nacionalne ekonomije, koja je locirana unutar granica. Dakle, sposobnost države da dijeluje suprotno tržišnim silama razara činjenica da država mora da snizi regulatorne standarde kako bi privukla kapital. Teorija koja dovoljno dobro odražava suštinu globalizacije i smanjenja regulatorne politike jeste „trka do krajnjeg cilja-dna,odnosno, hipoteza polazi od toga da vlade nacionalnih država sve više moraju da deregulišu svoje privrede, kako bi prodale svoje politike međunarodnim investitorima i kako bi pažljivo razmotrile preference tržišnih učesnika. Tako se nacionalna država tokom globalizacije suočava sa smanjenim budžetskim prihodima iz realnih izvora, kao i sa nesposobnostima da interveniše kako bi obezbijedila punu zaposlenost i socijalnu zaštitu svojim građanima. Globalizacija kao savremena.pojava, razara.državu na više načina, a posebno njen ključni temelj - legitimnost, jer je ona prošla tranziciju od kejnezijanske nacionalne države blagostanja ka šumpeterijanskoj postnacionalnoj radnoj državi. Razlike između ovih tipova država leže u valorizaciji kapitala i reprodukciji radne snage. Štaviše, u savremenim globalizovanim državama postoji trend podređivanja socijalne politike potrebama strukturne konkurentnosti i fleksibilnosti tržišta rada. Socijalna politika i tržište rada postaće fleksibilniji, a to se postiže uklanjanjem „politički konstruisanih" prepreka iz neprekinutih operacija tržišnih sila. Stoga je, kada je riječ o globalizaciji, suštinska priroda nacionalne države očigledno pretrpijela promijene i prošla transformaciju kako karaktera, tako i fokusa politike. Nacionalna država više nema moćnu ulogu u obezbijeđivanju blagostanja svojih građana. Sada više nego ikada, to zavisi od spoljnih faktora i zbog toga se kaže da država stoji „na staklenim nogama", jer njenu legitimnost tokom procesa globalizacije mogu sve češće da ocijenjuju građani,primjera radi, štrajkovi, protesti, vijerske netrpeljivosti i slično. Makroekonomski autoritet države je u velikoj mijeri ograničen. To se posebno vidi u nesposobnosti države da vodi ambicioznu monetarnu i fiskalnu politiku, kao i politiku plata. Nacionalna monetarna politika gubi autonomiju, jer više ne može da bude introvertno okrenuta ka domaćim realnim zalihama, već mora da bude ekstrovertno okrenuta ka tokovima međunarodnog kapitala i mora da se uključi u međunarodnu makroekonomsku koordinaciju. Evropska unija je dobar primer toga da je monetarna politika potpuno oduzeta od nacionalnih država i da je uspostavljen evropski supranacionalni suverenitet ekonomije i monetarnih pitanja. Evropska centralna banka jedina je odgovorna za sprovođenje monetarne politike i ima slobodu da odlučuje o ciljanoj inflaciji ili o štampanju novca i stabilnosti cijena. Globalizacija je otišla i korak dalje, razotkrivši

igrači na ekonomskom polju, kako u smislu domaće ekonomije, tako i u odnosu na sporazume vezane za upravljanje ekonomskim odnosima van nacionalnih granica. Kao rezultat tako obimnog savremenog procesa globalizacije, došlo je do toga da su se međunarodna finansijska tržišta u svijetu povezala tako da su ekonomski talasi u većini zemalja vrlo ujednačeni i ukoliko izbije kriza u nekoj državi, a sredstvo za plaćanje je neka.rezervna svjetska valuta naprimjer, dolar, vrlo brzo bi se proširila na čitav svijet. Posmatajući globalizaciju, odnosno međunarodne odnose koje su se od hladnoratovske dominacije znatno promijenile, u suštini država više nije država koja ima svoju moć. Odnosno, globalizacija ne uklanja nacionalnu državu sa njenih temelja, ali joj oduzima moći najviše vlasti. To znači, da je državama sve teže, da nametnu svoju fiskalnu i monetarnu vlast, kako bi na taj način stvorili nacionalni prosperitet, nezavisno od međunarodnog tržišta, i samim tim da bi od globalizacije ostvarile konkretnu dobit, države sve više djeluju kao pokretači globalizacije i tako umanjuju svoju moć i postaju odgovorne vanjskim ekonomskim akterima.

U ovom radu biće primjenjene osnovne metode naučnog saznanja, sa težištem na analitičke, komparativne, sinteze, induktivne i deduktivne metode.

Zaključuje se da razvijanjem i učvršćivanjem demokratskih vrijednosti, uprkos sve većim globalnim promijenama, siromaštvu, društvenim razlikama, može omogućiti stabilnija ekonomska diplomatija. Odnosno, bez obzira na ovaj evidentan trend u međunarodnim političkim i ekonomskim odnosima uloga država i diplomatija, kao instrumentarija promovisanja i zaštite interesa država ostaje vrlo značajna, a posebno ona u oblasti ekonomskih odnosa, odnosno, ekonomska diplomatija.

Ključne riječi: diplomatija, država, ekonomska diplomatija, moć, globalizacija.

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RESUME

Strong diplomatic economic arrangement became the essential feature of diplomacy in many countries. Diplomatic economic engagement, in fact economic diplomacy, became the most important activity for diplomacies of national countries. We can say that economic diplomacy became basic tool for breakthrough to world market. In today's world where international and economic relations represent the system of power relations, political and economic, gradually forming the system which more and more corporate the economic entities. The economies are becoming less national and more global, in that way they are becoming transnational system of production which is based on international work separation. In the international system the economic diplomacy gets the additional importance in speeding the globalization, which means additional strengthening of the degree of international dependency between countries, also in integrative process on regional and global level, with conditions of shortage of adequate rules and institutions which set the framework of performances for economic operators of world's market fight.

Since the economic diplomacy has clear historical developmental dimension, there is a need to say that this term is relatively of newer date and that roots are coming from French language "la diplomatie economique". Then, it was accepted very fast by Russian diplomacy under the exact name "ekonomiceskaja diplomatija". On the other side we have Anglo-Saxon variants which use terms such as trade diplomacy and commercial diplomacy, although in the last time it is, more and more noticeable the use of a term economic diplomacy. The modern world is portrayed as a constant change where the key of economic success is in the ability of their understanding and the optimal adapting of the newly created business environment. This newly created social environment is nothing else but globalization. If we take in consideration that the global economy is characterized by high level of the competition, there is a question: how economic operators of small countries, such as countries formed after the fall of Yugoslavia, can achieve comparative advantages which would enable adequate positioning on the market? In this sense, the research shows that the efficiency and the effectiveness of the diplomacy can have a very important positive

economic globalization is seen as a power which represents the biggest threat to the national country's authority and reduces their power. Therefore, this kind of the sequence of events needs special attention. The globalization of production, traffic, communication and finances increases the split between countries as an "economic unit" and state as "the territorial and administrative unit". The globalization undermines the historical constellation which is characterized by coextensive stretching of the state and economy within the same national borders in which way trans-national economies are created, primarily located within the market, which is opposite of national economy which is located within states boundaries. The ability of a state to act opposite to market forces is destroyed by the fact that the state has lower regulatory standards to attract capital. The theory that supports the essence of globalization and reduction of regulatory politics is "the race to the end-bottom". Respectively, the hypothesis starts from the fact that governments of the national states have to increasingly deregulate their economy in order to sell their policies to international investors and to carefully consider the preferences of the market participants. This way the national state is facing reduced budget revenue from real resources during globalization, along with incompetence to intervene in order to secure complete employment and social protection to their citizens. The globalization as a modern phenomenon is destroying the state in more ways, particularly their key foundation - the legitimacy, since it went through transition from Keynesian's national state of well-being to Shumpeterian post national working state. The differences between these types of states are lying in valorization of the capital and the reproduction of the labor force. Moreover, in modern globalized states there is an existence of subordination trend of social politics to the needs of the structural competitiveness and the flexibility of labor market. Social policy and labor market will become more flexible, and that is possible by removing "politically engineered" obstacles from continues operation of market forces. Therefore, when it comes to globalization, intrinsic nature of the national state obviously suffered the changes, and it went through transformation not just of the character but of the focus of the policy as well. The national state does not have a powerful role anymore in securing the well-being of its citizens. Now as never before, this depends from outside factors and because of this there is a say that the state stands "on glass feet", because its legitimacy, during the process of globalization, can be evaluated by citizens more often, for example, strikes, demonstrations, the religious intolerance, etc. Macroeconomic authority of the state is largely limited. This is especially visible by state's incompetence to lead ambitious monetary, fiscal, and salary policy. The national monetary policy is losing autonomy because it cannot be turned internally towards domestic realistic inventory, but it has to be turned externally towards international flows of capital and it has to join into international macroeconomic

it can freely decide about targeted inflation or money printing and pricing stabilization. The globalization went one more step further by uncovering the falling power of the national states in the area of the international finances. The economic globalization, judging by many, leads to restricting the control of the national states over the economic policies. Also, it is considered that the economy is more international than global, given the fact that the national states are still the most powerful players on the economic field, both in terms of domestic economy, and in terms of the agreement that are connected to managing the economic relations out of the national borders.

As a result of a such large modern globalization process, it came to connecting international financial markets in the world by making economic waves equal in the most of the countries. Therefore, if the crisis breaks out in some of the countries, it would spread all over the world very fast. By observing the globalization, the international relations, which have changed since the Cold War domination, it can be said that countries do not have power any more. The globalization is not taking away the national state from its roots, but it is taking away the power of the authorities. This means that countries have a hard time to impose their fiscal and monetary power, and in this way create national prosperity, independent from the international market and to achieve a concrete profit by globalization, the states act as initiator of the globalization and by doing this they are reducing their power and becoming responsible to outside economic members.

In this research, there will be applied the basic methods of the scientific knowledge, with the focus on analytical, comparative, inductive and deductive methods.

The paper concludes that by developing and strengthening of democratic values, in spite of the larger global changes, the poverty and the social differences, can secure stabile economic diplomacy. Respectively, no matter of this evident trend in international political and economic relations, the role of countries and diplomacies, as the instrument of promoting and protecting the interest of countries stays very important, especially the one in the area of the economic relations and economic diplomacy.

Key words: diplomacy, economical diplomacy, power, globalization.

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RESUME

Any business that is realized in a certain business environment is affected by many risks. These risks result from the variable nature of external as well as internal factors affecting the business. The transport business as a specific kind of service must take into account this changing nature of the environment. Specifically, transportation business is one of the most problematic spheres in the Slovakian business. For example, although the business in road freight transport over 3.5 tons belongs to the frequent business sphere, authorization to perform the profession of operator of road freight transport and the Community license for national / international transportation over 3.5 tons even before the establishment of the company is required. However, many entrepreneurs in developing business plans do not count on the fact that obtaining permission and license can be a long and difficult process. In the worst case the issue of permission can be rejected by the District Office, Department of road transport. Except of the problems during establishment of the company when it is necessary to document financial and professional competence, vehicle ownership, technical base, etc. a variety of documentation and permissions are also needed for carrying out the operation of transport business. The carrier must know national laws and also the regulations of the European Union.

Most of the companies engaged in business activities in the transport sector can be ranked among small and medium-sized enterprises (SMEs). Based on data from Eurostat, out of the total number of new enterprises in Slovakia, only 74,9% were still active at the end of the first year of existence and only 44,4% were still in business after five years. This means that over 50% of new enterprises in Slovakia do not survive longer than five years. According to the Eurostat data, Slovakia belongs among the EU countries with an above average number of founded and wound-up enterprises. It is also a country with the lowest enterprise survival rate within two years from being founded.

Just for this reason, it is important to work with risks and manage them not only during establishing the business but during the whole run of business activities. The aim of this paper is to point out the possible forms of use of risk management in the transport business.

systematic integration of risk in key management decisions. Risk management cannot in small and medium-sized enterprises operate in isolation, detached from the company action. It must be integrated into the system and respected by all subsystems of company. The introduction of risk management in small and medium-sized enterprises contributes to the maintenance or growth of the company's value for its owners. It leads to higher quality of strategic management, increased stability, faster responses to changing market conditions and reducing the likelihood of mistakes, errors and frauds.



Fig.1: Adapted from STN ISO 31000:2011 Risk Management

In addition to other international standards the implementation of risk management in Slovakia is realized in accordance with the Australian Standard STN ISO 31000:2011 Risk Management – Principles and guidelines.

The standard can be used by any public, private or community enterprise, association, group or individual. It provides a common approach in support of standards dealing with specific risks or sectors but it does not replace those standards. Therefore, this International Standard is not specific to any industry or

the different types of projects they have created a different set of techniques which are used, and according to the needs of the project are modified and supplemented.

The choice for this project was reduced to a few models, models and techniques. Some of them are:

- SWOT analysis – through which we perceive the pros and cons of the project, what can be used as an opportunity, what deserves more attention, and towards what should the negative impact be redirected to;
- Charts – normally used to display a comparison which should help to secure the approval for the idea of starting a project. Charts are usually used to show the benefits (financial performance, the increasing-decreasing number of customers, etc.);
- Tree diagrams – this technique belongs to a package of assorted techniques because it allows you to see each component of a problem, every idea and opportunity or the ability to perceive the capabilities of a candidate, his thinking, decisions, etc.; and
- Surveys and interviews with the employees - though not typical and essential tool for decision making, it plays a major role in the execution of a project. Usually this is a method that is used initially before the official launch of the project and in the end to examine how all stakeholders are satisfied with the new system and the new and improved functionalities.

Through these answers and analyses one can come to a crucial moment which also represents the importance of project management first, and then its weakness without the process of making realistic, timely and accurate decisions. How these decisions help transform a problem into a huge opportunity and thus result in amazing profit performance.

Out of this analysis a conclusion can be derived that also represents the result through which it can be seen how the decision – making process changes the direction of a project – from complete uncertainty, insecurity and possible loss to a project that abounds with information and security in the end, as well as achieving satisfactory profit levels.

CJELOŽIVOTNO UČENJE I VRIJEDNOST OBRAZOVANJA

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REZIME

U današnje vrijeme tehnoloških promjena, ekonomski čimbenici potiču nas da radimo na sebi, da se razvijamo jer životni vijek se znatno produžio isto kao i radni vijek. Starenje stanovnika istovremeno stvara teškoće i prilike. Ono povećava pritisak za povećanje javne potrošnje, ali isto tako i smanjuje gospodarski rast. Ne postoji razlog da svoje iskustvo na poslu i kasnije u mirovini ne upotpunimo specifičnim znanjima. Današnje generacija predstavlja društvo inovacija, informacija te informatizacija, kao i multikulturalno društvo željno novog načina rada i pristupa postizanju uspjeha. Da bismo se uhvatili u koštac sa svim novinama potrebno je prilagoditi se promjenama, a promjene većini ljudi teško padaju. Ukoliko ne želimo da nas ovo moderno vrijeme pregazi potrebno je okrenuti se novim načinima učenja i stjecanja određenih kompetencija. Mlađe generacije već su zahvaćene novim valom učenja. U današnje vrijeme sve je popularniji timski rad još od najranijih faza obrazovanja, također tu se spominje i kreativni rad koji je nezaobilazan dio svih institucija koje žele pružati svojim učenicima veću vrijednost i na kraju vrlo bitno je spomenuti e-učenje, zahvaljujući kojem je učenje postalo dostupno apsolutno svakoj osobi željnoj znanja. Iz svega spomenutog javio se koncept cjeloživotnog učenja koji je uzeo znatnog maha kod osoba neovisno o životnoj dobi. Cilj rada je ukazati na važnost obrazovanja i na koristi koje nam donosi cjeloživotno učenje. Obrazovanje je uvijek bilo važna odrednica kako za pojedinca tako i za narod u cjelini. Znanja, vještine, kreativnost, odgoj, komunikativnost, stjecanje identiteta, profesionalne i stručne kompetencije, koje se razvijaju kroz proces obrazovanja, glavni su faktori koji se odražavaju na osobnost, uspjeh, zapošljavanje i u konačnici, prosperitet društva. Koristi od obrazovanja za pojedinca (i društvo) su dalekosežni. Svi napori na poboljšanju kvalitete tog istog obrazovanja pomiču granice ljudskog znanja i osnova su ljudskog napretka. Ono obrazuje i osposobljava naciju za doba u kojem dominira znanje.

Stoga se često koristi sintagma „društvo znanja" koja upućuje na ulogu znanja kao najvažnijeg suvremenog resursa. Korisnicima obrazovne usluge daje osjećaj osobnog i intelektualnog postignuća. Dostupnost i kvaliteta obrazovanja pokazatelj je stupnja uključenosti u društvo, njegovog napretka, pozicioniranja, konkurentnosti, prosperiteta i sl. U svijetu koji obilježava sveopća konkurencija i u kojem se sve brzo mijenja, uloga obrazovanja u osposobljavanju radne snage (na svim razinama), u poticanju inovativnosti, podržavanju konkurentnosti i obogaćivanju kvalitete života je dominantna. Koristi koje dobivamo od kvalitetnog obrazovanja su dalekosežne. Ako bismo analizirali razloge uspjeha visokorazvijenih zemalja danas mogli bismo zaključiti da je većina njih svoj ekonomski razvoj temeljila i temelji na kvaliteti obrazovanja te prilagodbi obrazovanja potrebama i zahtjevima suvremenog tržišta. Proučavajući obrazovanje u prošlosti uviđamo težnju da se obrazovanjem oblikuje dobar, mudar i skladan čovjek, dok je politika društva uvjetovala tko će biti obrazovan. Devetnaesto je stoljeće obrazovanjem težilo k razvoju svestrano harmonično–obrazovane osobe, građaninu demokratu, dok se u dvadesetom stoljeću pojavio zahtjev ka razvoju sveobuhvatne osobnosti. Tijekom 19. i 20. stoljeća razvio se moderni obrazovni sustav. Građanstvo se zanimalo za više stupnjeve obrazovanja poput gimnazija i sveučilišta jer je diploma omogućavala vodeći položaj u državi. Industrija, znanost i tehnologija donijeli su goleme promjene u društvu pa se obrazovanje počelo shvaćati kao instrument nacionalnog razvoja. Klasična nastava unutar postojećeg odgojno–obrazovnog sustava više nije dovoljno djelotvorna, obzirom da učenik pasivno sudjeluje u školskim, a kasnije i životnim aktivnostima. Brojna istraživanja pokazuju da su učenički pristupi učenju povezani s tim koliko pozitivno učenici vrednuju obrazovanje i doživljavaju li ga instrumentom za postizanje određenih životnih ciljeva. Što pojedinac **može učiniti za sebe**, kako bi si osigurao dugoročnu konkurentnu prednost na tržištu rada? Klasični odgovor je: **ulagati u znanje**. Ipak, u današnjem brzom i često zbunjujućem svijetu racionalno se je zapitati: treba li zaista, i isplati li se, ulagati u znanje? Prvo i najstandardnije pitanje koje nam se nameće je: **vrijedi li studirati**? U današnje vrijeme mnogi poslodavci za poneka radna mjesta više ne zahtijevaju formalne kvalifikacije. Ipak, analize pokazuje da je završetak studija i stjecanje visoke stručne spreme vrlo isplativo. Naime, **poslodavci** i **radnici** se slažu kako je znanje te adekvatno obrazovanje odlučujuća **konkurentska prednost** za pojedince i tvrtke. Nakon stjecanja odgovarajućeg stupnja obrazovanja kroz život je dalje potrebno baviti se raznim oblicima cjeloživotnog učenja. Cjeloživotno učenje ne zamjenjuje tradicionalno školovanje, što se u početku smatralo mogućim, a zbog nedostataka školovanja i poželjnim, nego je to fleksibilni sustav oblika učenja koji omogućuje cjeloživotno stjecanje i razvijanje kompetencija koje su ljudima potrebne za život u odrasloj dobi. Ljudi su postali temeljni kapital poduzeća, a ne više samo sredstvo obavljanja određenih poslova. Postali su investicija koju valja razvijati te u koju je potrebno ulagati da bi dala što bolje rezultate te postala rentabilna. U današnjem užurbanom i turbulentnom svijetu čovjek je prisiljen trajno učiti kako bi bio

